

Message Text

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PAGE 01 MADRID 06146 181713Z
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 W
-----085646 190132Z /63
R 181018Z AUG 77
FM AMEMBASSY MADRID
TO SECSTATE WASHDC 1421
INFO AMCONSUL SEVILLA

UNCLAS MADRID 6146

E.O. 11652: N/A
TAGS: BEXP, SP
SUBJ: FY 1979 PROMOTION EVENT SCHEDULE

REF: STATE 189296, 192305

1. EMBASSY PROMOTION EVENT SCHEDULE RATHER THIN, ESPECIALLY SINCE USDOC HAS CANCELLED ALL FY1978 PROMOTIONS FOR SPAIN. WE HOPE THAT ADDITIONAL PROMOTIONAL EVENTS CAN BE ADDED TO FY 1979 PROGRAM.

2. MINING EQUIPMENT IS FINE CHOICE AND WE BELIEVE IT WILL BE PRODUCTIVE TRADE MISSION. SPAIN PLANS TO INVEST SOME \$250 MILLION IN THE MINING INDUSTRY OVER THE NEXT THREE YEARS, MUCH OF IT FOR IMPORTED MINING MACHINERY. PRINCIPAL MINERALS TO BE DEVELOPED ARE: IRON, RESIDUAL PYRITES, ZINC, BROWN COAL AND URANIUM. MAIN GOAL IS TO REPLACE EXPENSIVE IMPORTED MINERALS. WE SUGGEST TRADE MISSION CONSIDER VISITING SEVILLA AS WELL AS MADRID. SEVILLA IS CENTER OF PYRITE RESOURCES DEVELOPMENT. IF ONLY ONE STOP POSSIBLE THEN ONLY MADRID.

3. IN SPITE OF SHALLOW PROGRAM, WE DO NOT RPT NOT WANT INDUSTRIAL AND COMMERCIAL SECURITY EQUIPMENT TRADE MISSION. MISSION WITH THIS THEME VISITED MADRID AND BARCELONA IN MARCH 1976. ALTHOUGH VERY SUCCESSFUL IN TERMS OF CONTACTS MADE, THIS MARKET HAS NOT DEVELOPED AND DOES NOT MERIT ANOTHER TRADE MISSION. EMBASSY SUGGESTS AS ALTERNATIVE TRADE MISSIONS THE COMMUNICATIONS
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EQUIPMENT MISSION SCHEDULED FOR SAUDI ARABIA AND EGYPT IN FEB 1979 AND/OR HEALTH CARE MISSION SCHEDULED FOR KUWAIT AND SAUDI ARABIA IN MARCH 1979.

4. EMBASSY DOES NOT BELIEVE VIDEO TAPE RECORDING (VTR) PRESENTATIONS ON FOOD PROCESSING AND PACKAGING (FPP) WOULD BE PRODUCTIVE. NATURE OF THIS HIGHLY COMPETITIVE MARKET REQUIRES THAT ANY

PROMOTION BE HIGHER LEVEL EFFORT WITH REPRESENTATIVES OF PARTICIPATING FIRMS AND SAMPLES OF THEIR PRODUCTS.

5. EMBASSY HOPES THAT OTHER PROMOTIONS WILL BE POSSIBLE IN FY 1979. PARTICULARLY GOOD PROSPECTS ARE PROCESS CONTROLS, INSTRUMENTS, HEALTH CARE EQUIPMENT, COMMUNICATIONS EQUIPMENT, AND ALL EQUIPMENT RELATED TO ENERGY SUPPLY, E.G. MINING EQUIPMENT, EQUIPMENT FOR POWER STATIONS BOTH NUCLEAR AND CONVENTIONAL, REFINERY AND PETROCHEMICAL EQUIPMENT, AND PROSPECTING EQUIPMENT FOR ENERGY RESOURCES. STABLER

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